

## Exhibition program

### Information Technology

- Computers
- Computer components and computer extensions
- Computer peripherals
- Printers, copiers and pre-print systems
- Digital photography
- Office automation
- Point-of-sale systems
- Embedded computer technology

### Telecommunications & Networks

- Wired systems and powerline communication
- Mobile communication systems
- Voice over IP and CTI
- Radio equipment, satellite communication and broadcasting
- Telecommunication and Internet services
- Network computing software
- Active network components
- Passive network components
- Network diagnosis and communication equipment

### Engineering Solutions

- Complete engineering solutions
- Engineering applications software

### Software, Internet Solutions & Services

- Systems software
- Complete solutions
- Applications software
- IT services and consulting
- IT publishing
- Associations and organizations

### Automatic Data Capture, Vision Systems & Voice Processing

- Complete solutions for automatic data capture
- Applications software for automatic data capture
- Access control systems
- Vision systems
- Voice processing systems

### IT Security & Card Technology

- IT security tools and services
- Cryptography, secure communications
- Anti-virus systems and services
- Power supplies for information and communication systems
- Biometric identification systems
- Card technology



## Exhibition data

### Venue

Shanghai New International Expo Center  
Pudong, China

### Exhibition dates

2-5 September 2002

### Exhibition hours

9.00 am to 5.00 pm

### Costs

**Space only**  
(min. of 9 sq.m.)  
US\$ 378 per sq.m.

### Shell scheme

US\$ 428 per sq.m.

Shell scheme includes the following:

- Stand area
- White back wall and side walls
- Carpeting
- 1 reception table, 2 chairs
- 2 fluorescent lights
- 1 electric socket
- Company sign in English/Chinese



Deutsche Messe AG  
Hannover - Germany



Hannover Fairs China LTD  
Beijing - Shanghai - Hongkong

### CeBIT asia is supported by:

- Ministry for the Information Industry, P.R. China
- Ministry of Science and Technology, P.R. China
- Shanghai Municipal People's Government
- Japan Personal Computer Software Association, Japan
- European Information Technology Observatory (EITO)
- German Association of Information Technology, Telecommunications and New Media (BITKOM)
- Swiss Software Association (swissSoft)
- Spanish Electronics and Telecommunications Industries Association (ANIEL)
- Federation of the Electronics Industry (FEI), UK
- Computer Software and Services Association (CSSA), UK
- Telecommunications Industries Association (TIA), UK
- Austrian Federal Economic Chamber, Austria

### Websites of the CeBIT events:

www.cebit-asia.com  
www.cebit-events.com  
www.cebit.de

### Whom to contact:

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CeBIT Events Worldwide

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#### China Council for the Promotion of International Trade (CCPIT)

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### Co-organized by:

- China Association of Communication Enterprises
- China Communication Industry Association

# CeBIT asia

Create business.  
Enhance your success.



International Trade Fair for  
Information, Communications  
& Telecommunications

2 - 5.9.2002  
Shanghai

Deadline for applications: 15 April 2002

## Develop your market.

Over half of the world population lives in the Asian-Pacific region. This represents an enormous source of market potential, just waiting to be tapped both now and in the near future. Asia in general and the People's Republic of China in particular have opened up their markets to new technologies and are currently achieving the highest growth rates worldwide. All the signs point to a sustained boom. Growth rates of 20 to 30 percent are no exception in the ICT sector. Today, China is the world's fastest growing IT market, and the world's second biggest telecoms market (outstripped only by the USA). Based on a highly successful trade fair concept, CeBIT asia offers an excellent opportunity to position your products and services here in the world's biggest single market. See you in Shanghai! ■



Right from the word go CeBIT asia established itself as the number one ICT event in China. Some 500 exhibitors from more than 20 countries took part in 2001, thus testifying to the success of the CeBIT asia concept. And this success story is all set to continue in 2002 - at the Shanghai New International Expo Centre (SNIEC) in Pudong, Asia's most modern exhibition venue. Join forces with the market leader in these perfect surroundings. ■

### The idea:

CeBIT Hannover/Germany offers a unique combination of high-tech and direct access to international markets. For the past 15 years CeBIT has influenced the development of the ICT market and ranks as the world's premier showplace for this sector of industry. Now this highly successful concept has been transferred to your local market. With its comprehensive yet clearly structured exhibit program, CeBIT asia is the central rallying point for manufacturers, distributors and consumers.

### The concept:

Successful trade fairs aren't built in a day, but develop over decades. CeBIT boasts several unique success factors "made in Hannover" - for example, ongoing contacts with the world market leaders, representatives in over 60 countries plus extensive organizational experience on the ground. These factors will ensure you achieve optimum results at CeBIT asia.

Shanghai is the ideal venue for this flagship fair, which mirrors the growing convergence of IT and telecommunications. The city functions as a gateway to the neighbouring Asian states and has excellent national and international transportation links. Upon completion of the final construction phase the Shanghai New International Expo Centre in Pudong will boast 200,000 square metres of display space geared precisely to the requirements of IT and telecoms exhibitors.

You will also benefit in qualitative terms - for example, from the impressive line-up of CeBIT special displays. These are devoted to complex issues such as IT security and banking/finance systems. Last but not least a wide variety of corporate lectures and keynote speeches by ICT market leaders will take place during CeBIT asia. These offer an unrivalled opportunity to tune into the latest developments, explore

## Success sells.



complex issues and identify key innovations that can be harnessed to your corporate objectives.

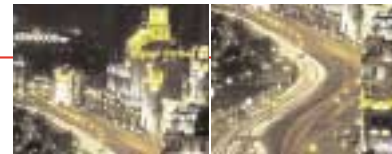
### Additional highlights planned for 2002:

- Job market - an international recruitment exchange for Asian ICT specialists
- Special displays highlighting top trends such as Bluetooth, powerline, etc.

## Direct access to decision-makers.

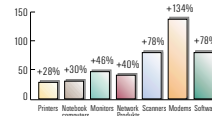
The impact of CeBIT asia extends from Shanghai throughout the entire Asian Pacific region. CeBIT asia 2001 attracted visitors from all neighbouring countries, as well as from Australia, the USA and Germany. Among other things this was the outcome of the perfect interplay of the various industry associations.

Visitor promotion activities were carried out throughout Asia. Press conferences took place in 10 major Asian cities - in addition to the press conferences publicizing CeBIT Hannover. Exploit these advantages and unlock new customer potential in the entire Asian-Pacific region. ■

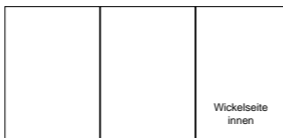
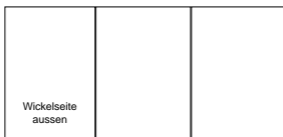


## Reap the benefits.

CeBIT asia is the premier showplace for information and communications technology. It is the ideal place to tune into the latest market trends and establish close contact with key target groups, investors and decision-makers. What's more CeBIT asia allows you to monitor the competition and adapt to new market challenges. The perfect place to do business... ■



**Increasing computer hardware and software sales in China in 2000.**



Kunde: Cebit  
 Dokument: BIT-247/01\_JCT\_RZ\_engl  
 Produkt: Akquisitionsbroschüre  
 Datum: 18.07.2001

Ausdruck: 100%  
 Endformat: offen 627x297 mm, geschl. 210x297 mm  
 Beschnitt: 3 mm  
 Farbe: 4c cyan, magenta, yellow, schwarz



94% Magenta/94% Yellow  
 10% Magenta/100% Yellow  
 55% Cyan/5% Magenta/80% Yellow